

Message Text

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ACTION EB-08

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FM AMEMBASSY THE HAGUE
TO SECSTATE WASHDC 1837
USDOC WASHDC

UNCLAS SECTION 1 OF 2 THE HAGUE 120

E.O. 11652: NA
TAGS: BEXP AFSP NL
SUBJECT: FY-78 CCP FIRST QUARTER PROGRESS REPORT

1. ALL CAMPAIGN ACTIONS REQUIRED BY DECEMBER 31 WERE COMPLETED AS STATED IN CCP EXCEPT: A. CAMPAIGN ONE (CONSUMER GOODS). A CATALOG/VTR EXHIBIT US HOUSEWARES UNIVERSAL SHOWCASE HELD IN AMSTERDAM, OCTOBER 19-21, AND MAASTRICHT, OCTOBER 22, 1977, GENERATED 170 TRADE LEADS AND 46 PTO'S (77 AMSTERDAM A-20.). TWENTY FOUR ADDITIONAL PTO'S WERE DEVELOPED DURING FIRST QUARTER, EXCEEDING THE GOAL BY TWELVE. THE IN STORE PROMOTION BY PANDER BV WAS SUCCESSFULLY COMPLETED (77 AMSTERDAM A-21). TO DATE, EIGHT DUTCH BUSINESSMEN HAVE REGISTERED FOR THE VISIT TO THE NATIONAL SPORTING GOODS ASSOCIATION SHOW, JANUARY 26-29, 1978 IN HOUSTON. A MARKET PROFILE ON FIVE CONSUMER GOODS SUB-SECTORS WAS SUBMITTED (77 AMSTERDAM A-22). FACILITATED NEGOTIATIONS BETWEEN HAGEMEYER NV AND US FIRMS CONCERNING LICENSING, JOINT VENTURE AND MARKETING OF CONSUMER GOODS. ASSISTED VISIT TO US IN OCTOBER BY GROUP OF 88 MEMBERS OF DUTCH DRUGSTORE OPERATORS ASSOCIATION PLUS 80 MEMBERS OF THE WEST GERMAN ASSOCIATION. B. CAMPAIGN TWO (SECURITY SYSTEMS AND EQUIPMENT). SUCCESSFULLY COMPLETED US CATALOG EXHIBITION (CE) AT SECURITY '77, OCTOBER 10-14, AT JAARBEURS, UTRECHT (77 ROTTERDAM A-16). ELEVEN TO'S WERE SUBMITTED AND TWENTY ONE TO'S RESULTING FROM THE CE WERE REFERRED TO OTHER POSTS. C. CAMPAIGN THREE (PROCESS CONTROL INSTRUMENTATION UNCLASSIFIED

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AND EQUIPMENT). BEGAN COMPILING SECTOR UNIVERSE MAILING LIST FOR USE IN PETROTECH '78 (RAI, AMSTERDAM, MAY 23-26. SUBMITTED NINE TO'S, MORE THAN DOUBLING GOAL OF FOUR. BEGAN PREPARATIONS FOR MAJOR ADDITIONAL ACTIVITY: US PRODUCT EXHIBITION IN AQUATECH AT RAI, AMSTERDAM, SEPTEMBER 19-23, 1978. SECTOR PROFILE SUBMITTED (77 ROTTERDAM A-19. D. CAMPAIGN FOUR (POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION).

SECTOR UNIVERSE MAILING LIST BEGUN IN SUPPORT OF PETROTECH.
SECTOR PROFILE WITH EMPHASIS ON WATER CONTROL AND TREATMENT
SUB-SECTOR PREPARED TO ASSIST AQUATECH '78 RECRUITMENT
(77 ROTTERDAM A-20). E. CAMPAIGN FIVE (CHEMICAL/PETROCHEMICAL
PROCESSING EQUIPMENT). PROMOTION FOR CHEM-SHOW '77,
DECEMBER 5-8, 1977, IN CHICAGO RESULTED IN AT LEAST TWENTY-
FOUR DUTCH BUSINESS EXECUTIVES TRAVELING TO THE EVENT.
COMPILED SECTOR UNIVERSE MAILING LIST FOR PETROTECH.
POSTPONED UPDATE OF SECTOR MARKET PROFILE UNTIL THIRD QUARTER
SINCE LAST REPORT IS LESS THAN ONE YEAR OLD. GOAL OF TEN
TO'S NOT MET DUE TO PRESSING REQUIREMENTS OF OTHER PROJECTS BUT
SHORTFALL WILL BE ADDRESSED IN THE SECOND QUARTER. F. CAMPAIGN
SIX (COMPUTERS AND RELATED EQUIPMENT). INITIATED DISCUSSIONS
WITH ORGANIZERS OF EFFICIENCY BEURS '78. NINE TO'S DEVELOPED
FROM CALLS ON IMPORTERS. GROUP CONSISTING OF FIFTY SIX DUTCH
BUSINESSMEN, THREE TRADE JOURNALISTS AND TWO ESCORTS VISITED
THE US PAVILION AT SYSTEMS '77 (OCTOBER 19-21) IN MUNICH.
TOTAL OF TWENTY EIGHT DUTCH BUSINESSMEN WILL TRAVEL TO MINI-
MICRO '78, COMPUTER AND PERIPHERAL EQUIPMENT EXHIBITION AT
THE USTC, LONDON IN JANUARY. BRA FOR GLOBAL MARKET SURVEY
NOT RECEIVED BY POST. G. CAMPAIGN SEVEN (INCREASED TRAVEL TO
THE US). CONDUCTED VISIT AMERICA FOUNDATION SPONSORS
MEETING TO INTRODUCE NEW LONDON USTS DEPUTY DIRECTOR. USA
TRAVEL PLANNER DISTRIBUTED TO SPONSORS. COMPLETED PREPARATIONS
FOR JANURY 17, 1978 VISIT USA TRAVEL SEMINAR TO BE ATTENDED
BY APPROXIMATELY 200 DUTCH TOUR OPERATORS, TRAVEL AGENTS,
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AIRLINE REPRESENTATIVES AND PRESS. WE WERE SUPRISED AND
DISAPPOINTED THAT AFTER INFORMAL INDICATION THAT USTS/W WOULD
BE ABLE TO CONTRIBUTE RELATIVELY SMALL AMOUNT OF \$2,000 FOR
MAINTENANCE OF THE VOLUNTEER MANNED VISIT USA BOOTH IN
AMSTERDAM, WHICH HANDLED 760 TRADE REPEAT TRADE REQUESTS IN
FY-77 (UU THE HAGUE 6008) AND WAS EXPECTED TO TAKE CARE OF
MORE TRADE REQUESTS THIS FISCAL YEAR, TO RECEIVE 77 USDOC 23491

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INFORMING US USTS/W UNABLE TO DO SO. THIS WILL CERTAINLY AFFECT THE SCOPE OF OUR EFFORTS TO ENCOURAGE TRAVEL TO THE US, WHICH HAD PRODUCED EXCELLENT RESULTS. WE ARE CONTINUING INTENSIVE DISCUSSIONS WITH PAN AMERICAN AND THE VOLUNTEERS TO FIND WAY TO CONTINUE AS POSSIBLE THIS SUCCESSFUL OPERATION, AND WILL REPORT RESULTS.

2. FOR OTHER SPECIAL POST EFFORTS, ALL ACTIONS CARRIED OUT AS INDICATED IN CCP EXCEPT: ACTIVITY NUMBER ONE (ENERGY SYSTEMS). SUCCESSFUL NEGOTIATIONS CONDUCTED FOR ATTRACTIVE PARTICIPATION CONDITIONS AND GOOD LOCATION FOR US PAVILION AT PETROTECH '78. MARKET RESEARCH SURVEY COMPLETED TO SUPPORT WASHINGTON RECRUITMENT FOR PETROTECH. SUCCESSFUL MAILING TO US AND DUTCH FIRMS IN THE NETHERLANDS TO PARTICIPATE IN US PAVILION AT PETROTECH HAS RESULTED IN THREE POSSIBLE ADDITIONAL PARTICIPANTS. ARTICLE ON US COAL GASIFICATION TECHNOLOGY WILL BE PUBLISHED SOON BY A MAJOR ENGINEERING PUBLICATION. ACTIVITY NUMBER TWO (AUTOMOTIVE PARTS). AT LEAST THIRTY FIVE DUTCH BUSINESSMEN ATTENDED THE FBP AUTOMOTIVE PARTS AND ACCESSORIES SHOW, CHICAGO (NOVEMBER 15-17, 1977) AS A RESULT OF OUR PROMOTIONS. ACTIVITY NUMBER THREE (HEALTH CARE INDUSTRIES). CONTACTED MAJOR IMPORTERS, SECURED MARKET INFORMATION AND DEVELOPED ELEVEN TO'S (MORE THAN HALF THE FY-78 TARGET). ACTIVITY NUMBER FOUR (FOOD PROCESSING AND PACKAGING). PROMOTED GROUP FLIGHTS TO BAKING SHOW (OCTOBER, ATLANTIC CITY) AND INTERNATIONAL EXPO FOR FOOD PROCESSORS (FEBRUARY UNCLASSIFIED

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1978, CHICAGO), AND SUBMITTED THREE TO'S. BRA FOR GLOBAL MARKET SURVEY NOT RECEIVED BY POST. NEGOTIATED FAVORABLE SPACE FOR MACROPAK, MAY 1979. AGREED TO ADDITIONAL ACTIVITY, USDOC PROPOSED FIDEO/CATALOG EXHIBITION ON FOOD PROCESSING AND PACKAGING EQUIPMENT TO BE HELD MAY 3-6, 1978, IN AMSTERDAM OR IN CONJUNCTION WITH MACHEVO/MILLIEU, OCTOBER 30 - NOVEMBER 4, 1978. ACTIVITY NUMBER FIVE (BUILDING AND CONSTRUCTION MATERIALS). PREPARED FOR AND PROMOTED US CATALOG EXHIBITION AT BOUWCENTRUM, ROTTERDAM (MARCH 1978). ARRANGED GROUP FLIGHTS AND PROMOTED FBP FAIRS IN CHICAGO, DALLAS, LAS VEGAS, AND ATLANTIC CITY. SUBMITTED SIXTEEN TO'S, EXCEEDING QUARTERLY TARGET. ACTIVITY NUMBER SIX (ELECTRONIC INDUSTRIES PRODUCTION AND TEST EQUIPMENT). GROUP OF FORTY TWO DUTCH BUSINESSMEN VISITED US PAVILION AT PRODUCTRONICA '77 IN MUNICH. MAILINGS TO PROMOTE ATTENDANCE AT ELECTRO/OPTICS LASER

'77 CONFERENCE AND EXHIBITION IN ANAHEM (OCTOBER-NOVEMBER) DID NOT RESULT IN GROUP VISITS. ACTIVITY NUMBER SEVEN (ELECTRONIC COMPONENTS). CONFIRMATION OF ACCEPTANCE OF US BOOTH AT FIAREX RECEIVED FROM FAIR AUTHORITIES. HOWEVER, WE ARE NOT CLEAR WHETHER USDOC STILL PLANS PARTICIPATION SINCE EVENT NOT MENTIONED IN FY-79 LIST OF EVENTS (77 STATE 253881). ACTIVITY NUMBER EIGHT (ASSISTANCE TO US TRADE CENTERS IN EUROPE). PROMOTED USTC SHOWS IN PARIS AND STOCKHOLM ON PROCESS AND CLIMATE CONTROL, COMPELEX '77, AT LONDON TC AND USA PRINT '77, ALSO AT LONDON TC. ACTIVITY NUMBER NINE (SUPPORT OF FOREIGN BUYER PROGRAM). ORGANIZED GROUP FLIGHT OF DUTCH BUSINESSMEN TO AUTOMOTIVE AND CHEM-SHOWS IN CHICAGO, AND SUPPORTED FIVE ADDITIONAL FBP SHOWS. ORGANIZING FOUR STUDY TOURS TO US WITH PROFESSIONAL GROUPS. ACTIVITY NUMBER THIRTEEN (INVESTMENT PROTECTION AND FACILITATION). HANDLED HEAVY VOLUME OF REAL ESTATE INQUIRIES PARTLY AS A RESULT OF AMERICAN LAND PROGRAM PROMOTIONS. ASSISTED INDIANA STATE INVESTMENT MISSION, HEADED BY LIEUTENANT GOVERNOR ORR. ACTIVITY NUMBER FOURTEEN (LABORATORY INSTRUMENTS). FIFTEEN TO'S SUBMITTED OF A PROPOSED UNCLASSIFIED

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TWENTY FIVE FOR YEAR.

3. NON-CAMPAIGN ACTIVITIES. PREPARED MARKET PROFILE ON FRANCHISING FOR USE IN CONNECTION WITH POSSIBLE US FRANCHISING TRADE MISSION TO THE NETHERLANDS IN FEBRUARY 1979 (77 THE HAGUE A-139). UPDATED OBR "MARKETING IN THE NETHERLANDS" WITH THE ASSISTANCE OF DUTCH MINISTRIES OF FINANCE AND ECONOMIC AFFAIRS (77 THE HAGUE A-141). PREPARED ANALYSIS OF TOP PROGRAM (77 THE HAGUE A-126). ORGANIZED GROUP OF EIGHT DUTCH BUSINESSMEN TO VIIT INTERNATIONAL HOTEL/MOTEL SHOW, NOVEMBER 6-9, 1977, IN NEW YORK. A TOTAL OF 132 TO'S WAS SUBMITTED FURING QUARTER.

4. AS PREVIOUSLY REPORTED TO WASHINGTON '77 THE HAGUE 5823, 77 THE HAGUE 4489, 77 THE HAGUE 3347, AND "NOTES" ATTACHED TO SIGNED APPROVED FINAL DRAFT OF THE FY-78 CCP, JUNE 23, 1977). THE PERSONNEL CUTS ALREADY MADE ARE ADVERSELY AFFECTING OUR EXPORT PROMOTION ACTIVITIES. WE HAVE RECENTLY REVIEWED OUR WORKLOAD, WHICH HAS CONTINUED TO INCREASE IN RESPONSE TO THE EXCELLENT OPPORTUNITIES AVAILABLE IN THE NETHERLANDS AND WASHINGTON REQUIREMENTS. WHILE WE WILL CONTINUE TO DO OUR BEST. IT IS LIKELY THAT WE WILL BE UNABLE TO DEVOTE AS MUCH PERSONNEL TIME TO CCP AND SUCH OTHER DESIRABLE ACTIVITIES AS FBP, FTI, ENCOURAGEMENT OF TRAVEL TO THE USA, MAJOR PORJECTS, AND MARKETPLACE VISITS. MCCLOSKEY

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